

OCT 24 2006

CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.8)

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being submitted by First Class mail to the US Patent and Trademark Office: Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450 or transmitted by facsimile to the U.S. Patent and Trademark Office, Fax No. (571) 273-8300.

Date: 10/24/06By: Patti Hespell
Patti HespellMail Stop RCEIN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Charles A. Eldering.

Conf. No.: 6478 : Group Art Unit: 2623
Appln. No.: 09/748,942 : Examiner: Lambrecht, Christopher
Filing Date: 27 December 2000 : Attorney Docket No.: T721-15

Title: Advertisement Distribution system for distributing targeted advertisements in television systems

AMENDMENT ACCOMPANYING RCE REQUEST

This paper is being filed in response to the Final Office Action dated May 24, 2006. This response is being timely filed by virtue of the accompanying Petition for Extension of Time (two-months), which extends the period available for reply to and including October 24, 2006. A Request for Continued Examination ("RCE") under 37 C.F.R. §1.114 is being filed herewith.

Please amend the above-identified patent application, without prejudice, as follows:

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